Canon

LASER CLASS® 510
LASER CLASS® 310
LASER CLASS® 2050P

WORKGROUP SYSTEMS

Product Positioning Guide

1. Product Positioning

The LASER CLASS® 510, LASER CLASS 310, and LASER CLASS 2050P multifunction devices provide low- to mid-volume solutions for a wide variety of customers.

Canon has been an industry leader for over a decade, and one reason is the LASER CLASS 510/310/2050P low- to mid-volume series of laser multifunction devices. These LASER CLASS machines answer the needs of a wide range of audiences, including enterprises, workgroups, small companies, and individuals.

The popularity and desirability of the LASER CLASS 510/310/2050P begin with the powerful and flexible capabilities built into these multifunction devices. The small footprint, the range of high-speed, high-quality features, and the ease-of-use that's designed to make operation simple complement these capabilities.

The **LASER CLASS 510** is built to provide unsurpassed quality for volumes of up to 8,000 pages per month, and can fax or copy from its unique standard platen glass. With its 8MB memory that can store up to 500 pages,** the LASER CLASS 510 offers a standard Windows® print driver for Windows 98/Me/2000/XP via the USB port, and network printing (when configured with the optional AXIS 1650 Print Server) up to 15 pages per minute (letter). The LASER CLASS 510 can improve workflow, increase office productivity, and become an integral part of a company's communication solution.

For workgroups or small companies, the **LASER CLASS 310** is an ideal productivity partner. This desktop multifunction device comes with a built-in Windows print driver. It provides 19-page-per-minute (letter) laser printing and offers unsurpassed facsimile transmission speed via Super G3 Technology. With 8MB of memory, you can store up to 510 pages,** and the LASER CLASS 310 is designed to produce volumes of up to 8,000 pages per month. The LASER CLASS 310 has an easy-to-use control panel that makes for simple operation as a fax machine, printer, or convenience copier.

The **LASER CLASS 2050P** is a compact, stand-alone desktop unit with a variety of productivity features that can be initiated at the touch of a button. With the ability to handle volumes of up to 6,000 pages per month, it also has a range of handy features, including Print-in-Order and face-down collated output. Additionally, the LASER CLASS 2050P has 4MB of memory that can store up to 256 pages,** and a standard, 350-sheet front-loading, adjustable paper supply that's ready for any job. What's more, the LASER CLASS 2050P offers the convenience of providing multiple office uses with a single source of service and support from the Canon nationwide network of approved technicians.

Key Selling Points

- 3-Second-Per-Page* Transmission Speed via the Super G3 Fax Modem
- Large-Capacity Automatic Document Feeder
  — LASER CLASS 510/310: 50 Sheets
  — LASER CLASS 2050P: 40 Sheets***
- Print Speed
  — LASER CLASS 510: 15 ppm (Letter) (Direct/Optional Network)
  — LASER CLASS 310: 19 ppm (Letter) (Direct/Optional Network)
  — LASER CLASS 2050P: 6 ppm (Letter) (Direct)
- Print Resolution
  — LASER CLASS 510/310: 1200 x 600 dpi Enhanced
  — LASER CLASS 2050P: 600 x 600 dpi Enhanced
- Large Standard Memory
  — LASER CLASS 510: 8MB/500 Pages**
  — LASER CLASS 310: 8MB/510 Pages**
  — LASER CLASS 2050P: 4MB/256 Pages**
- Standard Paper Capacity
  — LASER CLASS 510: 250/10 Sheets† (Total 250/10 Sheets)
  — LASER CLASS 310: 500/1 Sheets (Total 501 Sheets)
  — LASER CLASS 2050P: 250/100 Sheets (Total 350 Sheets)
- UHQ (Ultra High Quality) Image Processing
- Speed-Dials
  — LASER CLASS 510/310: 200 Locations
  — LASER CLASS 2050P: 124 Locations
- Single Full-Yield Cartridge Included
  — LASER CLASS 510/310: FX8
  — LASER CLASS 2050P: FX3
- One-Hour Battery Backup
- 90-Day Limited Warranty

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* Approximate 3-second-per-page fax transmission time based on ITU-T No. 1 Chart (MMR, Standard Mode) at 33.6 Kbps modem speed when transmitting to another V.34 machine. The Public Switched Telephone Network (PSTN) currently supports 28.8 Kbps modem speeds or lower, depending on telephone line conditions.

** Based on ITU-T No. 1 Chart (Standard Mode).

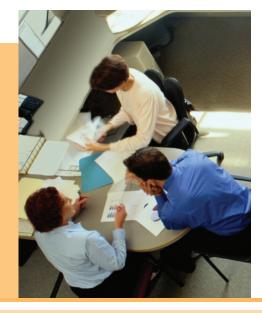*** 20 lb., less than 120µm, 15-27° C, 20-80% RH

† Alternative 10-Sheet Manual Feeder supports the same paper size, weight, and type as cassette.

2. Potential Market

For virtually any low- to mid-volume business—from a small home office or executive suite to workgroups or large enterprises with remote locations—the LASER CLASS 510/310/2050P devices can provide solutions that increase productivity and a significant return on investment (ROI).

With facsimile, laser printing, and copying capabilities, these LASER CLASS multifunction devices are easy to use, easy to maintain, and dependable—and ensure both unsurpassed quality and unmatched capabilities. They can give you selling solutions that address:

- Businesses ready to upgrade from single-function plain paper laser facsimile machines to a laser multifunction device that addresses a variety of office needs, including full copying capabilities
- Workgroups within large enterprises that need low- to mid-volume faxing, printing, or copying capabilities
- Multiple users in small offices as shared network printers (LASER CLASS 510/310)
- Companies with branch offices in remote locations
- Businesses that depend on telecommuting workforces or field staff
- Home office businesses that want quality communications capabilities at an affordable cost
- Executive offices that require a dedicated facsimile machine and printer to handle confidential material, or for personal use
- Low- to mid-volume businesses needing clear print resolution at speeds of up to 19 pages per minute

3. Selling Strategy

With the size of the multifunction marketplace increasing annually, the LASER CLASS 510, LASER CLASS 310, and LASER CLASS 2050P devices provide customers with a range of excellent low- to mid-volume multifunction device solutions ideal for a variety of businesses.

With a solid foundation built on Canon's leading-edge technologies, these LASER CLASS models meet the needs of companies requiring high-performance, high-speed, high-quality capabilities—at an affordable price point. With desktop convenience that's just right for a wide range of customers, the LASER CLASS 510/310/2050P line-up can increase productivity while providing unsurpassed convenience. For companies needing to upgrade outdated technology, or for those organizations wanting to add new capabilities and ensure top-of-the-line quality, these Canon LASER CLASS multifunction devices are a perfect fit. With state-of-the-industry facsimile capabilities, crisp laser print resolution via a standard Windows print driver, and maximum monthly duty cycles of up to 8,000 pages on the LASER CLASS 510/310 and up to 6,000 pages per month on the LASER CLASS 2050P, these multifunction devices are ready to do business right out-of-the-box.

Productivity
Canon LASER CLASS multifunction devices give your customers powerful productivity features to handle their most important tasks. With high-speed faxing and desktop printing using a Windows print driver, the Canon LASER CLASS 510/310/2050P devices are built to address any low- to mid-volume need your customer may have. The LASER CLASS 510/310 models also support network printing.

Speed
Canon Super G3 Technology ensures the fastest transmission speeds available to streamline workflow and save on phone line costs.

Unsurpassed Canon Quality
Each LASER CLASS 510/310/2050P device offers clear, crisp print resolution and powerful memory functions that enable users to store multiple documents. The face-down, collated output features mean customers can work more efficiently, and in less time.

Compact Size
Each LASER CLASS 510/310/2050P model has a small footprint, so the devices fit comfortably on a desktop.

Reliability
The Canon LASER CLASS 510/310/2050P devices come with a Canon standard 90-day limited warranty and are backed by one of the world's largest service and support networks to keep your customers up and running.

Affordability
The LASER CLASS 510/310/2050P devices have a range of advanced features to meet your customers' most demanding requirements, while keeping the bottom line in focus.

4. The features...and how they benefit users.

Crisp Laser Output

For faxing, printing, or copying, these Canon LASER CLASS devices provide crisp, clear output at speeds of up to 15 pages per minute (letter) on the LASER CLASS 510, up to 19 pages per minute (letter) on the LASER CLASS 310, and up to 6 pages per minute (letter) on the LASER CLASS 2050P.

Fast Transmission Times

These LASER CLASS multifunction devices offer Canon's Super G3 Technology to transmit data at 33.6 Kbps speed (approximately 3 seconds per page*)—twice as fast as ordinary G3 facsimile machines—to speed workflow and reduce phone line charges. They also employ state-of-the-art compression protocols to compress image data, especially effective when transmitting halftones.

Powerful Memory Capabilities

For incoming or outgoing faxes, the LASER CLASS 510 offers a powerful 8MB of memory (up to 500 pages**), while the LASER CLASS 310 has 8MB (up to 510 pages**), and the LASER CLASS 2050P offers 4MB (up to 256 pages**).

Automatic Document Feeder Capacity

The LASER CLASS 510/310 have a 50-sheet Automatic Document Feeder, while the LASER CLASS 2050P has a 40-sheet*** Automatic Document Feeder, for convenient, multipage document-feeding for either transmission or copying. Or take advantage of the standard, built-in platen glass in the LASER CLASS 510 to use Book Mode to capture three-dimensional images for either faxing or copying.

Handy Dual Paper Supply

The LASER CLASS 510 comes with one 250-sheet front-loading letter/legal-sized adjustable cassette and a 10-sheet letter-/A4-/legal-sized Alternative Manual Feeder.† The LASER CLASS 310 model comes with one 500-sheet front-loading letter-/legal-sized adjustable cassette and a one-sheet letter-/A4-/legal-sized MultiPurpose Tray. The LASER CLASS 2050P comes with one 250-sheet front-loading letter-/A4-sized adjustable cassette and one 100-sheet letter-/legal-/A4-sized MultiPurpose Tray.

Enhanced Image Quality

By using Canon UHQ (Ultra High Quality) image processing system, you'll be able to transmit superior images that distinguish between text and images on outgoing faxes.

Added Features

Easily employ One-Touch Speed-Dialing, Coded Dialing, and Group Dialing to sequentially broadcast to up to 200 locations (LASER CLASS 510/310) or 124 locations (LASER CLASS 2050P) to save time and take advantage of sending documents when telephone charges are the most economical.

Convenience Features

Enjoy Print-in-Order output that prints incoming documents face-down, in the correct order, at speeds of up to 15 pages per minute on the LASER CLASS 510, up to 19 pages per minute on the LASER CLASS 310, and up to 6 pages per minute on the LASER CLASS 2050P.

Efficiency By Design

The LASER CLASS 510/310/2050P devices use a single cartridge system to simplify user-maintenance and provide consistent, high-quality output. With the standard one-hour battery backup in all these multifunction devices, you can safely store incoming documents during a power outage. In addition, these ENERGY STAR® qualified LASER CLASS multifunction devices reduce energy consumption, have quick warm-up time, and require little power.

Fax and Copy from the LASER CLASS 510 Platen Glass or the 50-Sheet ADF

LASER CLASS 310 500-Sheet Cassette

LASER CLASS 510 User-Friendly Operation Panel

* Approximate 3-second-per-page fax transmission time based on ITU-T No. 1 Chart (MMR, Standard Mode) at 33.6 Kbps modem speed when transmitting to another V.34 machine. The Public Switched Telephone Network (PSTN) currently supports 28.8 Kbps modem speeds or lower, depending on telephone line conditions.

** Based on ITU-T No. 1 Chart (Standard Mode).

*** 20 lb., less than 120μm, 15-27° C, 20-80% RH

† Alternative 10-Sheet Manual Feeder supports the same paper size, weight, and type as cassette.

Product Positioning Guide
1. Product Positioning
2. Potential Market
3. Selling Strategy
4. The Features

The LASER CLASS 510, LASER CLASS 310, and LASER CLASS 2050P devices offer integrated faxing, printing, and copying solutions—plus advanced technology features. They are ideal for any size business or workgroup needing low- to mid-volume laser multifunction device capabilities that increase productivity and help keep an eye on your bottom line.

LOW- TO MID-VOLUME LINE-UP COMPARISON CHART

LASER CLASS 510

LASER CLASS 310

LASER CLASS 2050P

MODEL	LASER CLASS® 510	LASER CLASS® 310	LASER CLASS® 2050P
BASICS			
Toner Yield	3,500■	3,500■	2,700■
Print Technology	Laser	Laser	Laser
ENERGY STAR® Qualified	Yes	Yes	Yes
Battery Backup	One Hour	One Hour	One Hour
FAXING			
Transmission Speed	33.6 Kbps/3 spp*	33.6 Kbps/3 spp*	33.6 Kbps/3 spp*
JBIG Compression	Yes	Yes	No
Standard/Maximum Memory	Up to 500 Pages**	Up to 510 Pages**	Up to 256 Pages**
Print-in-Order Output	Yes, Face-Down	Yes, Face-Down	Yes, Face-Down
Maximum TX Resolution	406 x 391 lpi	406 x 391 lpi	406 x 391 lpi
One-Touch Speed Dials	30	32	24
Coded Speed-Dials	170	168	100
Network Fax	Optional	No	No
PRINTING			
Direct Printing	Standard USB	Standard USB	Standard USB
Network Printing	Optional	Optional	No
PDL/PCL	Windows Printing	Windows Printing	Windows Printing
Print Speed (Letter)	15 ppm	19 ppm	6 ppm
Enhanced Print Resolution	1200 x 600 dpi	1200 x 600 dpi	600 x 600 dpi
Maximum Paper Supply	250/10 Sheets†	501 Sheets	350 Sheets
SCANNING			
ADF Capacity (Letter)	50 Pages	50 Pages	40 Pages***
Effective Scanning Width	8.4"	8.34"	8.4"

* Approximate 3-second-per-page fax transmission time based on ITU-T No. 1 Chart (MMR, Standard Mode) at 33.6 Kbps modem speed when transmitting to another V.34 machine. The Public Switched Telephone Network (PSTN) currently supports 28.8 Kbps modem speeds or lower, depending on telephone line conditions.

** Based on ITU-T No. 1 Chart (Standard Mode).

*** 20 lb., less than 120µm, 15-27° C, 20-80% RH

■ Based on 4% original, 5% coverage.

† Alternative 10-Sheet Manual Feeder supports the same paper size, weight, and type as cassette.

LASER CLASS® 510
LASER CLASS® 310
LASER CLASS® 2050P

LASER CLASS 510/310/2050P Specifications

Type:	Desktop Transceiver
Applicable Line:	Public Switched Telephone Network
Compatibility:	G3
Automatic Document Feeder	
LASER CLASS 510:	Up to 50 Sheets (Letter)
	Up to 30 Sheets (Legal)
LASER CLASS 310:	Up to 50 Sheets (Letter)
	Up to 20 Sheets (Legal)
LASER CLASS 2050P:	Up to 40 Sheets (Letter)***
	Up to 20 Sheets (Legal)
Scanning Method:	Contact Image Sensor
Document Sizes	
LASER CLASS 510:	Maximum (Platen): 8.5" x 11.6"
	(216mm x 297mm)
	Maximum (ADF): 8.5" x 39-3/8"††
	(216mm x 1m)
	Minimum (ADF): 5.8" x 4.1"
	(148mm x 105mm)
LASER CLASS 310:	Maximum (ADF): 8.5" x 39-3/8"††
	(216mm x 1m)
	Minimum (ADF): 5.8" x 4.1"
	(148mm x 105mm)
LASER CLASS 2050P:	Maximum (Manual): 8.5" x 39"
	(216mm x 1m)
	Minimum (ADF): 5.8" x 4.1"
	(148mm x 105mm)
	Minimum (Manual): 3.5" x 1.75"
	(88.9mm x 44.5mm)
Effective Scanning Width	
LASER CLASS 510/2050P:	8.4" (214mm)
LASER CLASS 310:	8.34" (212mm)
Scanning Resolution:	
LASER CLASS 510:	600 x 600 dpi
LASER CLASS 310:	300 x 300 dpi
LASER CLASS 2050P:	400 x 300 dpi
Data Compression System:	
LASER CLASS 510/310:	MH, MR, MMR, JBIG
LASER CLASS 2050P:	MH, MR, MMR
Modem Speed:	33.6/31.2/28.8/26.4/24.0/21.6/
	19.2/16.8/14.4/12.0/9.6/7.2/4.8/
	2.4 Kbps Automatic Fallback
Transmission Speed:	Approx. 3 Sec./Page*
Printing Method:	Laser Dry Electrostatic Transfer
Printing Speed	
LASER CLASS 510:	Approx. 15 Pages/Min. (Letter)
LASER CLASS 310:	Approx. 19 Pages/Min. (Letter)
LASER CLASS 2050P:	Approx. 6 Pages/Min. (Letter)
Halftone	
LASER CLASS 510/310:	256 Shades of Gray
LASER CLASS 2050P:	64 Shades of Gray

Tx/Rx Resolution:

	Horizontal		Vertical
Ultra Fine Mode:	406 pels/in.	x	391 lines/in.
(LASER CLASS 510/310 Only)	(16 pels/mm	x	15.4 lines/mm)
Super Fine Mode:	203 pels/in.	x	391 lines/in.
	(8 pels/mm	x	15.4 lines/mm)
Fine Mode:	203 pels/in.	x	196 lines/in.
	(8 pels/mm	x	7.7 lines/mm)
Standard Mode:	203 pels/in.	x	98 lines/in.
	(8 pels/mm	x	3.85 lines/mm)

Effective Printing Width	
LASER CLASS 510/310:	8.34" (212mm)
LASER CLASS 2050P:	8.19" (208mm)
Paper Supply	
LASER CLASS 510:	250-Sheet Cassette (Letter/Legal)
	10-Sheet Alternative Manual Feeder†
LASER CLASS 310:	500-Sheet Cassette (Letter/Legal)
	1-Sheet MultiPurpose Tray
LASER CLASS 2050P:	250-Sheet Cassette (Letter)
	100-Sheet MultiPurpose Tray (Letter/Legal)

Receiving Paper Tray:	50 Sheets, Face-Down
Recording Paper Size:	Letter/Legal/A4
Enhanced Imaging Quality:	UHQ (Ultra High Quality)
Enhanced Printing Resolution	
LASER CLASS 510/310:	1200 x 600 dpi
LASER CLASS 2050P:	600 x 600 dpi
Toner Cartridge	
LASER CLASS 510/310:	FX8 Cartridge
LASER CLASS 2050P:	FX3 Cartridge
Cartridge Yield	
LASER CLASS 510/310:	Approx. 3,500 Pages▪
LASER CLASS 2050P:	Approx. 2,700 Pages▪
Power Consumption	
LASER CLASS 510:	Max: 650W/Standby, 11W
LASER CLASS 310:	Max: 600W/Standby, 9W
LASER CLASS 2050P:	Max: 660W/Standby, 5W
ENERGY STAR® Qualified:	Yes
Handset Kit:	Standard
Dimensions (H x W x D)	
(Excluding Tray)	
LASER CLASS 510:	17-7/8" x 24" x 18"
	(453mm x 626mm x 457mm)
LASER CLASS 310:	15-1/2" x 17-3/8" x 18-3/8"
	(392mm x 441mm x 466mm)
LASER CLASS 2050P:	12" x 18-1/8" x 19"
	(303.5mm x 460mm x 483mm)
Weight	
LASER CLASS 510:	35.9 lb. (16.3kg)
	(Including Handset and Cartridge)
LASER CLASS 310:	26.7 lb. (12.1kg)
	(Including Handset and Cartridge)
LASER CLASS 2050P:	28.7 lb. (13kg) (Excluding Handset)
Environmental Conditions	
Temperature:	50°F - 90.5°F (10°C - 32.5°C)
Humidity:	20% - 80% RH
Maximum Monthly Print Volume	
LASER CLASS 510/310:	8,000 Prints
LASER CLASS 2050P:	6,000 Prints
Support OS:	Windows 98/Me/2000/XP
Dialing:	Automatic Dialing
One-Touch Speed-Dialing	
LASER CLASS 510:	30 Locations
LASER CLASS 310:	32 Locations
LASER CLASS 2050P:	24 Locations
Coded Speed-Dialing	
LASER CLASS 510:	170 Locations
LASER CLASS 310:	168 Locations
LASER CLASS 2050P:	100 Locations
Group Dialing:	
LASER CLASS 510/310:	199 Groups; Each Group Can Accommodate up to 199 Locations
LASER CLASS 2050P:	123 Groups; Each Group can Accommodate up to 123 Locations
Maximum Dial Digits:	120
On-Hook Dialing	
Manual Dialing with 10-Button Keypad	
Automatic Redialing:	Redial Times: 1 to 10 Times
	Redial Interval: 2 to 99 Min.
Networking	
Delayed Transmission	
LASER CLASS 510/310:	Up to 210 destinations and up to 20 reservations
LASER CLASS 2050P:	Up to 125 destinations and up to 20 reservations
Memory/Polling Transmission	
Polling Reception	
LASER CLASS 510/310:	Up to 210 Locations
LASER CLASS 2050P:	Up to 125 Locations

Sequential Broadcast	
LASER CLASS 510/310:	Up to 210 Locations
LASER CLASS 2050P:	Up to 125 Locations
	Delay Broadcast Command/Delayed
	Relay Broadcast Command
Memory Transmission/Reception	
LASER CLASS 510:	8MB (500 Pages**)
LASER CLASS 310:	8MB (510 Pages**)
LASER CLASS 2050P:	4MB (256 Pages**)
	Receiving Restriction
Convenience:	
Auto Receive Reduction (70% - 100%)	
Remote Reception by Extension Phone	
Transmission Reservation:	Up to 20 Reservations
Copy Zoom: (50% - 200%)	LASER CLASS 510/310
Book Sending:	LASER CLASS 510
PC Faxing:	LASER CLASS 510
	Windows Fax Driver Included
Quick On-Line Tx:	LASER CLASS 2050P
LCD (Liquid Crystal Display):	20-Digit x 2-Line
Local Copy Function:	Multiple Copies Up to 99 Pages
Memory Backup:	One Hour
Report/Reference:	Activity Report (Up to 20 Transactions)
	Non-Delivery Report
ECM (Error Correction Mode):	Yes
Warranty:	90 Days
Options:	Braille Kit-A1 (510/310)
	Braille Kit-C1 (2050P)
	AXIS 1650 Print Server (510/310)

AXIS 1650 Print Server (Optional for LASER CLASS 510/310)

CPU:	AXIS ETRAX 100LX 32-Bit 100MHz RISC
Memory (RAM):	8MB
Memory (ROM):	2MB (Flash™)
Supported Systems:	Windows 98/Me/2000/XP/Server 2003▪▪
Printing Protocol:	Windows: TCP/IP
Supported Protocols	
TCP/IP:	LDP, FTP, BOOTP, ARP, RARP, DHCP, ICMP, IGMP, IP, TCP, UDP, HTTP, SLP v1/v2, SNMP v1, RawTCP, DNS, DDNS, WINS, SNTP
Network Management:	NetSpot Device Installer, AXIS CAPT Print Monitor (for printer installation, can be used regardless of the printer type), DSNMP-MIB II compliant (RFC1213), Canon MIB, Printer MIB (RFC1759), HOST MIB (RFC1514)
Printer Connection:	Parallel, USB (Including USB Cable)
Power Consumption:	Max. 5.6W (From External Power Supply)
Weight:	0.18 lb. (.08kg)
Dimensions (H x W x D):	1-1/8" x 2-1/2" x 4-5/8"
	(29mm x 62mm x 117mm)

* Approximate 3-second-per-page fax transmission time based on ITU-T No. 1 Chart (MMR, Standard Mode) at 33.6 Kbps modem speed when transmitting to another V.34 machine. The Public Switched Telephone Network (PSTN) currently supports 28.8 Kbps modem speeds or lower, depending on telephone line conditions.

** Based on ITU-T No. 1 Chart (Standard Mode).

*** 20 lb., less than 120μm, 15-27° C, 20-80% RH

† Alternative 10-Sheet Manual Feeder supports the same paper size, weight, and type as cassette.

†† One page document for fax sending only.

▪ Based on 4% original, 5% coverage.

▪▪ LASER CLASS 510/310 do not support Windows 2003.

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